

In the Title: ✓

Please delete the Title of the Application and insert the following in lieu thereof: --SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT OF AN ELECTRONIC STORAGE MEDIUM--.

In the Abstract: /

Please replace the Abstract of the Disclosure with the rewritten Abstract of the Disclosure located below:

01
--A system, method, and article of manufacture for tracking the distribution of content on an electronic storage medium is disclosed. A tracking identifier is detected when the electronic storage medium is accessed by a computer. The detected tracking identifier is transmitted to a server computer where it is determined, as a function of the tracking identifier and the retailer that sold the electronic storage medium, an appropriate advertisement to transmit to the accessing computer using logic in the server computer.--.

In the Claims: ✓ ✓ ✓

Please cancel claims 22-23, 26-30, and 33-36.

Following is a complete set of claims as amended with this response, which omits cancelled claims 22-23, 26-30, and 33-36, amends claims 21 and 31, and adds new claims 37-44.

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- 1 21. (Amended) A method for tracking the distribution of content
2 electronically, comprising the steps of:
3 (a) detecting a tracking identifier when an electronic storage medium is
4 accessed by a computer;
5 (b) transmitting, as a function of the tracking identifier having been
6 detected, tracking information to a server computer; and

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7 (c) determining, as a function of the tracking information having been
8 transmitted to the server computer and as a function of a retailer that sold the
9 electronic storage medium, an appropriate advertisement to transmit to the
10 computer utilizing logic in the server computer.

1 24. The method of claim 21, further comprising performing a table lookup
2 to determine one or more authorized titles.

1 25. The method of claim 21, further comprising writing a transaction to a
2 database memorializing processing.

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1 31. (Amended) The method of claim 21 wherein the electronic storage
2 medium tracking identifier is in a Burst Cut Area.

1 32. The method of claim 31, wherein a digital code is in the Burst Cut
2 Area.

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1 37. (New) The method recited in claim 21, wherein said appropriate
2 advertisement comprises at least one Uniform Resource Locator.

1 38. (New) A system for transmitting advertising based on the content of an
2 electronic storage medium comprising:

3 (a) means for receiving a tracking identifier that identifies an electronic
4 storage medium that is accessed by a computer; and

5 (b) means for determining, as a function of the tracking information
6 received and as a function of a retailer that sold the electronic
7 storage medium, an appropriate advertisement to transmit to the
8 computer.

1 39. (New) A system recited in claim 38 further comprising means for
2 performing a table lookup to determine one or more authorized titles.

1 40. (New) A system recited in claim 38 further comprising means for
2 writing a transaction to a database memorializing processing.

1 41. (New) A system recited in claim 38, wherein the electronic storage
2 medium tracking identifier is in a Burst Cut Area.

1 42. (New) A system recited in claim 41, wherein a digital code is in the
2 Burst Cut Area.

1 43. (New) A system recited in claim 38, wherein said appropriate
2 advertisement comprises at least one Uniform Resource Locator.

1 44. (New) A system recited in claim 38, wherein said receiving means
2 comprises a server computer.